

MET1.0025

PATENT APPLICATION *4*

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Bentolila, et al.

For: SYSTEM, METHOD, AND SOFTWARE  
APPLICATION FOR TARGETED  
ADVERTISING VIA BEHAVIORAL  
MODEL CLUSTERING, AND  
PREFERENCE PROGRAMMING BASED  
ON BEHAVIORAL MODEL CLUSTER

Application No.: 10/043,714

Filed: January 9, 2002

July 15, 2002

Los Angeles, California 90067

REQUEST FOR EXTENSION OF TIME

Assistant Commissioner for Patents  
Washington, D.C. 20231

Applicants request a three-month extension of time from April 15, 2002, to July 15, 2002  
to respond to the Notice to File Missing Parts of Application.

A check for \$460.00 is enclosed to cover the fee for such an extension of time. Please  
charge any additional fees to our deposit account No. 19-1995. One copy of this letter is  
enclosed for such purpose.

Very truly yours,

SHERMAN & SHERMAN

Kenneth L. Sherman  
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CERTIFICATE OF MAILING - I hereby certify that this correspondence is being deposited with the United States Postal Service first class mail in an envelope addressed to the:  
Assistant Commissioner for Patents, Washington, D.C. 20231 on July 15, 2002.

Evelyn Menjivar  
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